Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for selling, over a transmission network, unique information indicating products that indicate unique information, the method comprising:

receiving, at a server, unique information supplied from a client device across the transmission network to the server;

preparing, based on unique information, a preview image of a unique information indicating product that indicates the unique information;

transmitting the prepared preview image to the client device; and

displaying the preview image using a browser of the client device, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different text fonts selectable for the unique information indicating product.

2. (Original) A method as claimed in claim 1, wherein the steps of preparing and displaying are performed in real time response to character input performed at the client device for the unique information.

3. (Original) A method as claimed in claim 1, wherein the steps of preparing and displaying are performed in response to a preview reception request sent from the client device to the server.

4. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different colors selectable for the unique information indicating product.

5. (Cancel)

6. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different sizes selectable for the unique information indicating product.

7. (Original) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different types selectable for the unique information indicating product.

8. (Original) A method as claimed in claim 1, wherein:

the step of receiving the unique information includes receiving a customer identifier;

the step of preparing the preview image includes extracting, from a customer database that stores customer identifiers in correspondence with customer information, unique information associated with the customer identifier and preparing the preview image to indicate the extracted unique information on the unique information indicating product; and

the step of displaying includes displaying the extracted unique information in the preview image of the unique information display product.

9. (Original) A method as claimed in claim 8, wherein:

the step of preparing includes preparing a customer identifier when the server receives unique information to be displayed on the unique information indicating product, but does not receive a customer identifier; and

the step of transmitting the prepared preview image to the client device includes transmitting the prepared customer identifier.

10. (Withdrawn) A method for selling, over a transmission network, unique information indicating products that indicate unique information, the method comprising:

transmitting a customer identifier from a client device over the transmission network to a server;

receiving the customer identifier at the server;

extracting, from a customer database that stores customer identifiers in correspondence with customer information, past order information associated with the customer identifier;

preparing, based on the past order information extracted from the database, a review image of a unique information indicating product ordered in the past;

transmitting the prepared review image to the client device; and

displaying the review image using a browser of the client device.

11. (Withdrawn) A method as claimed in claim 10, wherein:

the step of transmitting the prepared review image to the client device includes transmitting, along with the review image, at least one of a sample image of a unique information indicating product and a preview image of a unique information indicating product that indicates the unique information extracted from the customer database; and

the step of displaying includes displaying, along with the review image, the at least one of the sample image and the preview image.

12.   (Withdrawn) A method for selling, over a transmission network, unique information indicating products that indicate unique information, the method comprising:

using at least one of order information for a unique information indicating product and unique information to be indicated on the unique information indicating product as corresponding information in another one of the at least one of the order information and the unique information.

13.   (Withdrawn) A method as claimed in claim 12, wherein the step of using includes using a portion of the corresponding information in the order information as corresponding information for another portion of at least one of the order information and the unique information.

14.   (Withdrawn) A method for selling, over a transmission network, unique information indicating products that indicate unique information, the method comprising:

extracting, based on a customer identifier, unique information from a customer database that stores customer identifiers in correspondence with customer information;

preparing a preview image of a unique information indicating product that indicates the extracted unique information; and

transmitting the prepared preview image to an email address associated with the customer identifier.

15.   (Withdrawn) A system for selling unique information indicating products that indicate unique information, the system comprising:

a client device and a server connected via a transmission network, wherein:

the client device supplies unique information to the server across the transmission network;

the server receives the unique information supplied from the client device, prepares, based on the unique information supplied from the client device, a preview image of a unique information indicating product that indicates the unique information, and transmits the prepared preview image to the client device; and

the client device includes a browser that displays the preview image from the server.

16.   (Withdrawn) A system as claimed in claim 15, wherein:

the server prepares the preview image of the unique information indicating product, and transmits the preview image to the client device, in real time response to character input performed at the client device for the unique information; and

the client device displays the preview image using the browser in real time.

17. (Withdrawn) A system as claimed in claim 15, wherein:

the client device transmits a request to receive a preview to the server; and

the server prepares the preview image of the unique information indicating product, and transmits the preview image to the client device, in response to the request from the client device.

18. (Withdrawn) As system as claimed in claim 15, wherein:

the client device supplies a customer identifier with the unique information to the server across the transmission network;

the server extracts unique information associated with the customer identifier from a database that stores customer identifiers in correspondence with customer information; and

the server prepares and transmits the preview image of the unique information indicating product indicating the unique information extracted from the customer database.

19. (Withdrawn) A system as claimed in claim 18, wherein when the server receives, from the client device, unique information to be indicated on the unique information indicating product, but does not receive a customer identifier, the server prepares a customer identifier and a preview image of the unique information product indicating the unique information and transmits the preview image and the customer identifier to the client device.

20. (Withdrawn) A system for selling unique information indicating products that indicate unique information, the system comprising:

a client device and a server connected via a transmission network, wherein:

the client device supplies the customer identifier to the server across the transmission network; and

the server receives the customer identifier supplied from the client device and extracts, from a customer database that stores customer identifiers in correspondence with customer information, information about past orders associated with the customer identifier;

the server prepares, based on the information about past orders extracted from the database, a review image of a unique information indicating product ordered by a customer in the past;

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the server transmits the review image to the server; and

the client device includes a browser that displays the review image.

21.   (Withdrawn) A system as claimed in claim 20, wherein:

the server transmits to the client device, along with the prepared review image, at least one of a sample image of a unique information indicating product and a preview image of a unique information indicating unique information extracted from the customer database; and

the client device uses the browser to display the at least one of the sample image and the preview image along with the review image.

22.   (Withdrawn) A system for selling unique information indicating products that indicate unique information, comprising:

a client device and a server connected via a transmission network, wherein:

one of order information for a unique information indicating product and unique information to be indicated on the unique information indicating product is used as corresponding information in the other of the at least one of order information and unique information.

23.   (Withdrawn) A system as claimed in claim 22, wherein a portion of the corresponding information in the order information is used as corresponding information for another portion of at least one of the order information and the unique information.

24.   (Withdrawn) A system for selling unique information indicating products that indicate unique information, comprising:

a client device and a server connected via a transmission network, wherein:

the server extracts, based on a customer identifier, unique information from a customer database that stores customer identifiers in correspondence with customer information, prepares a preview image of a unique information indicating product that indicates the extracted unique information, and transmits the prepared preview image to an email address associated with the customer identifier.

25.   (Withdrawn) A server for selling, over a transmission network, unique information indicating products that indicate unique information, the server comprising:

a preview image preparation unit that prepares, based on unique information supplied over the transmission network from a client device, a preview image of a unique information indicating product that indicates the unique information; and

a transmission unit that transmits the prepared preview image to the client device.

26. (Withdrawn) A server as claimed in claim 25, wherein the preview image preparation unit prepares the preview image of the unique information indicating product, and the transmission unit transmits the preview image, in real time response to character input performed at the client device for the unique information.

27. (Withdrawn) A server as claimed in claim 25, wherein the preview image preparation unit prepares the preview image of the unique information indicating product, and the transmission unit transmits the preview image, in response to a preview reception request sent from the client device to the server.

28. (Withdrawn) A server as claimed in claim 25, further comprising:

a memory storing a customer database with customer identifiers in correspondence with customer information; and

a unique information extracting unit that extracts, from the customer database, unique information to be indicated on the unique information indicating product, based on a customer identifier supplied from a client device over the transmission network, the preview image preparation unit preparing the preview image of the unique information indicating product to indicate the unique information extracted from the customer database.

29. (Withdrawn) A server as claimed in claim 28, further comprising:

a customer identification preparation unit that prepares a customer identifier when unique information indicated on the unique information indicating product is supplied over the transmission network but a customer identifier is not supplied, the preview image preparation unit prepares the preview image of the unique information indicating product to indicate unique information when unique information to be indicated on the unique information indicating product is supplied over the transmission network from a client device, the transmission unit transmitting the preview image and the customer identifier to the client device.

30. (Withdrawn) A server for selling unique information indicating products that indicate unique information, comprising:

a memory storing a customer database with customer identifiers in correspondence with customer information;

an order information extracting unit that extracts, from the customer database, information about past orders associated a customer identifier supplied from a client device over the transmission network;

a review image preparation unit that prepares a review image of a unique information indicating product based on the past order information extracted from the customer database; and

a transmission unit transmitting the prepared review image to the client device.

31.   (Withdrawn) A server as claimed in claim 30, wherein the transmission unit transmits, to the client device, the review image and at least one of a sample image of a unique information indicating product and a preview image of a unique information indicating product indicating unique information extracted from the customer database.

32.   (Withdrawn) A server for selling, over a transmission network, unique information indicating products that indicate unique information, the server comprising:

using means that uses one of order information for a unique information indicating product and unique information to be indicated on the unique information indicating product as corresponding information in the other of the at least one of order information and unique information.

33.   (Withdrawn) A server as claimed in claim 32, wherein the using means uses a portion of the corresponding information in the order information as corresponding information for another portion of at least one of the order information and the unique information.

34.   (Withdrawn) A server for selling unique information indicating products that indicate unique information, comprising:

a memory storing a customer database with customer identifiers in correspondence with customer information;

a preview image preparation unit that prepares a preview image of a unique information indicating product that indicates unique information extracted from the customer database; and

a transmission unit that transmits the prepared preview image to an email address

corresponding to one of the customer identifiers.